

## Message Text

CONFIDENTIAL

PAGE 01 SOFIA 00145 221121Z

50

ACTION CU-03

INFO OCT-01 EUR-12 ISO-00 USIA-06 /022 W

----- 121854

R 221010Z JAN 75

FM AMEMBASSY SOFIA

TO SECSTATE WASHDC 9136

C O N F I D E N T I A L SOFIA 0145

E.O. 11652: GDS

TAGS: OEXC, BU

SUBJECT: US-BULGARIAN CULTURAL RELATIONS

FOR ASSISTANT SECRETARY RICHARDSON, CU, FROM AMBASSADOR

PASS ALSO TO EUR/EE

REF: A) SOFIA 1985; B) STATE 249931; C) STATE 273461

1. ON NOVEMBER 1 (REF A) I LAID OUT A STRATEGY FOR OPENING A BREACH IN THE CULTURAL WALL HERE AND MOVING IN TO EXPLOIT IT. IN REF B DEPT SAID IN EFFECT "GO TO IT" BUT FAILED TO GIVE ME THE AMMUNITION REQUESTED IN PARA 5 REF A. OPERATIVE SENTENCE OF THAT PARA WAS: "IF THE FOREGOING APPROACH SUCCEEDS IN MAKING A BREAK IN THE WALL THAT SURROUNDS US HERE, HOWEVER, WE SHOULD BE ABLE TO PUT SOMETHING SUBSTANTIAL THROUGH TO EXPLOIT THE OPENING TO BEST ADVANTAGE, PREFERABLY SOMETHING MAJOR WHICH REFLECTS THE EXCITING CREATIVITY OF PRESENT-DAY AMERICA".

2. SINCE SENDING REF A WE HAVE HAD FAIRLY CLEAR INDICATION THAT THE OPPORTUNITY FOR PUTTING ON A MAJOR PRESENTATION HERE EXISTS EVEN WITHOUT DEMARCHE TO THE FOREIGN MINISTER CONTEMPLATED IN THAT MESSAGE. THIS CAME OUT FOR INSTANCE IN MEETING BETWEEN NEWLY APPOINTED MFA DIRECTOR FOR CULTURAL AFFAIRS SANTOV AND DIRECTOR ANDREWS OF EUR/EE IN DECEMBER (MEMCON OF DEC 6 SENT CU/EE). I AM CONCERNED THAT WE NOT FRITTER AWAY WITH SMALL COINAGE WHAT IS AN ASSET CREATED BY OUR PERSISTENT REFERENCE TO WHAT THE BULGARIANS ARE ALREADY ABLE TO

CONFIDENTIAL

CONFIDENTIAL

PAGE 02 SOFIA 00145 221121Z

DO IN THE US.

3. NOT HAVING RECEIVED THE NEGATIVE LETTER FROM LEONTYNE PRICE REFERRED TO IN REF C I AM WRITING HER AGAIN BY POUCH LEAVING HERE JAN 24, BUT OF COURSE THE LIKELIHOOD OF HER COMING TO SOFIA IN 1975 IS VERY SMALL. STILL, I WOULD APPRECIATE DEPT GIVING IT ONE MORE TRY, FOR THE FOLLOWING REASON: IN FINANCIAL TERMS, WE WOULD OBTAIN INCOMPARABLY GREATER CULTURAL AND POLITICAL DIVIDENDS FROM A PERFORMANCE BY MISS PRICE THAN WE WOULD FROM, SAY, THE LOS ANGELES SYMPHONY WHICH COSTS SO MUCH MORE. PERHAPS SHE MIGHT AT LEAST CONSIDER A TRIP HERE IN 1976. MEANWHILE, HOWEVER, WE URGE THE DEPARTMENT TO ARRANGE A TOUR FOR AN EQUALLY PROMINENT AMERICAN ARTIST TO VISIT BULGARIA SOMETIME DURING FIRST NINE MONTHS OF THIS YEAR.

4. THE ONLY EVENT OF SOME CONSEQUENCE THAT IS ON THE 1975 HORIZON FOR US SEEMS TO BE PHOTOGRAPHY USA WHICH BY ALL ACCOUNTS IS EXCELLENT AND WHICH WE CONTINUE TO BE VERY INTERESTED IN OBTAINING. HOWEVER, SUCH AN EXHIBIT IS NOT LIKELY TO BE VISITED BY MANY OF THE PEOPLE WE WOULD MOST LIKE TO REACH AND WOULD NOT LEND ITSELF AS WELL TO MASS-MEDIA EXPLOITATION. AS INDICATED REF A WHAT WE REALLY NEED IS "A HIGH-QUALITY OFFERING IN THE PERFORMING ARTS REQUIRING A LARGED AUDIENCE AND WHICH

WILL BE AN EVENT OF SUFFICIENT IMPORTANCE TO SEND A SIGNAL DOWN THE LINE THAT AMERICAN CULTURAL OFFERINGS ARE NO LONGER TABOO". WOULD APPRECIATE VERY MUCH IF ANOTHER LOOK COULD BE TAKEN AT THIS SITUATION.  
HERZ

CONFIDENTIAL

NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 22 JAN 1975  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
**Disposition Action:** RELEASED  
**Disposition Approved on Date:**  
**Disposition Authority:** GolinoFR  
**Disposition Case Number:** n/a  
**Disposition Comment:** 25 YEAR REVIEW  
**Disposition Date:** 28 MAY 2004  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1975SOFIA00145  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** GS  
**Errors:** N/A  
**Film Number:** D750024-0123  
**From:** SOFIA  
**Handling Restrictions:** n/a  
**Image Path:**  
**ISecure:** 1  
**Legacy Key:** link1975/newtext/t19750130/aaaabaat.tel  
**Line Count:** 91  
**Locator:** TEXT ON-LINE, ON MICROFILM  
**Office:** ACTION CU  
**Original Classification:** CONFIDENTIAL  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
**Original Previous Handling Restrictions:** n/a  
**Page Count:** 2  
**Previous Channel Indicators:** n/a  
**Previous Classification:** CONFIDENTIAL  
**Previous Handling Restrictions:** n/a  
**Reference:** 75 SOFIA 1985, 75 STATE 249931, 75 STATE 273461  
**Review Action:** RELEASED, APPROVED  
**Review Authority:** GolinoFR  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 01 MAY 2003  
**Review Event:**  
**Review Exemptions:** n/a  
**Review History:** RELEASED <01 MAY 2003 by ShawDG>; APPROVED <05 MAY 2003 by GolinoFR>  
**Review Markings:**

Margaret P. Grafeld  
Declassified/Released  
US Department of State  
EO Systematic Review  
05 JUL 2006

**Review Media Identifier:**  
**Review Referrals:** n/a  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** US-BULGARIAN CULTURAL RELATIONS FOR ASSISTANT SECRETARY RICHARDSON, CU, FROM AMBASSADOR  
**TAGS:** OEXC, BU  
**To:** STATE  
**Type:** TE  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 05 JUL 2006